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REMARKS

Applicants have carefully reviewed the Office Action dated March 11, 2005. Claims 1-27 are pending in this application. Applicants have amended Claims 1 and 14 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claims 1-27 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over the combination of *Furst*, U.S. Patent No. 6,297,819, in view of the *Reber* reference, U.S. Patent No. 5,930,767 and the *Light* patent, U.S. Patent No. 6,192,380 and further in view of Official Notice. This rejection is respectfully traversed with respect to the amended claims.

As set forth before, Applicants' present inventive concept requires that there be a specific number of steps. It requires that profile information be entered into the profile form at a user location *prior to* conduction of an on-line transaction between the user and the vendor. This is for the purpose of entering the profile information into a database. Then a bar code or some type of unique code representing the stored profile information of the user is then issued to the user. This is for use by the user in a subsequent on-line transaction. Thereafter, the user provides to the vendor location the bar code for purchasing of a product or some such on-line transaction by the vendor. The on-line transaction is one that requires the user to view a vendor payment form at the user location that must be viewed prior to completion of the on-line transaction. The transaction then requires a vendor location to somehow obtain the stored profile information, from the second location, in response to receiving the bar code. Once the vendor receives this, they can automatically insert all or a portion of the stored profile information that was stored at the second location and was forwarded to the vendor location into the form. This pre-fills the form. However, it is noted that the claim requires that this insertion occur prior to the user receiving or viewing the form. Further, Applicants have clarified this language so that it is clear that the purpose of this is so that the user has not viewed the form, other than with the already populated certain fields, prior to reception. Therefore, once the bar code is sent to the vendor, the vendor, in response thereto, will pre-fill the form and send the filled form back to the user, such that all

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that is required is that the vendor, in response to receiving the bar code, somehow access the profile information, this access being in response to receiving the bar code, fill the form out and then send it to the user.

The Examiner has cited the *Furst* reference as the primary reference in his rejection. The Examiner cites Col. 4, beginning at line 45 to illustrate that there is some type of profile information created. However, the Examiner also notes that *Furst* teaches providing a unique ID to the user that identifies the user from the user logs in to access the database of profile information. He cites Col. 4, lines 57-62 for the support. The Examiner is referring to the "cookie" that holds the user's identity. A cookie is a piece of text that a web server can store on a user's hard disc. Cookies allow a web site to store information on the user's machine and later retrieve it for some purpose. The pieces of information are stored as name-value pairs. For example, a web site might generate a unique ID number for each visitor and store the ID number on each user's machine using a cookie file. There will be basically one file for each web site that places cookies on a given machine. This is typically for the purpose of allowing a log-in without requiring a direct input by the user. As to whether the ID is a bar code, the Examiner has relied upon the *Reber* reference for teaching identification of a user by use of a provided bar code to initiate a transaction. The Examiner indicates that there is a step of providing to the vendor location by the user the bar code for purchase of the product of the vendor during the on-line transaction and the Examiner relies upon Col. 11, beginning at lines 55-65 for such support as follows:

> A click-and-close application tool receives information about the user from the user in a fill-in form and stores the information in a database, optionally under password protection. When the tool is then activated from the icon bar in a context that includes a fill-in web-based form, the tool autofills form with the information, which makes filling out order or application forms faster for the user and more consistent. If the context form requires information the tool does not have, it requests the information from the user and updates its database.

This excerpt refers to the click-and-close application tool which is operable to activate one of the icons on the icon bar after access to the web site has been granted. Thus, the cookie is used to access the web site, i.e., register therefor, and then the user utilizes the click-and-close application tool. The specification specifically states that "when the tool is then activated from the icon bar in a context that

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includes a fill-in web-based form, the tool auto fills the form with the information, which makes filling out order or application forms faster for the user and more consistent." Thus, from a reading of the description in *Furst* in the paragraph beginning at Col. 11, line 55, one can only interpret in a manner where the form is being viewed by the user after gaining access to the web site and then the user clicks an icon and the form is filled in using the user's profile. Therefore, the first step is to obtain access to the web site through the use of a cookie, i.e., the ID, access a form for viewing and then press the icon to fill in that form. Applicants believe that this is different than the sequence set forth in the amended claims. The form in *Furst* is not filled in in response to sending the bar code or unique ID but, rather, merely by pressing the icon after the ID has been used to access the web site and after the form has been presented to the user. The Examiner has relied upon the *Light* reference for the premise that it teaches identifying forms that are present in web pages and automatically filling in the information from a stored profile. However, as Applicants have pointed out in a prior response, the text of that response is as follows:

> The *Light et al* reference is disclosed for providing the automatic fill in of the form. That is exactly what the *Light et al* reference does. When a form is received, a program takes over and, while the user is viewing the program, steps through each of the fields, determines if the field is tagged and, if tagged, then it compares it with a data base to see if there is associated information therein that can be used to fill in a particular field. After that field is filled in, the next field in the form is examined to determine if a tag exists in that field. This continues until all fields are filled in. If no tag is in a field, the user is prompted for information. If the user fills in the information and pushes enter, then the next field is looked at. Some fields are user prompt fields only and will not be filled in by the data base.

(p. 8 of 12/14/04 Response).

It can be seen that what is lacking from all of the references is the ability to send a bar code or unique identifier to a vendor for the purpose of retrieving a form, wherein the vendor, upon recognizing the ID and utilizing it to populate a form, will then send a populated form to the user. There is nothing suggested in any of these references that the bar code or unique ID would be utilized for this purpose to access profile information of the user that is uniquely associated with the bar code or unique ID and then populate the form prior to sending the form to the user. The *Furst* reference requires that there be access to a web site followed by the presentation of the form followed by selecting an icon to fill in the form
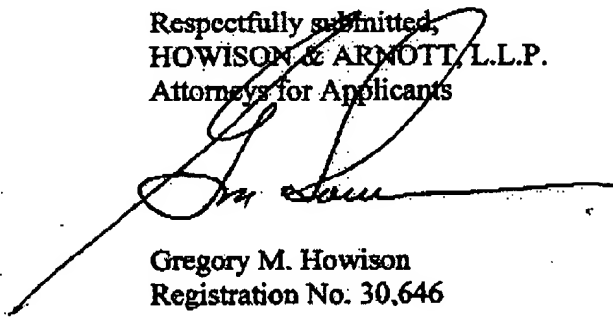
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based upon stored user profile information. This does not suggest that one would send the unique bar code or the cookie in the *Furst* example to the vendor and, in response thereto, the vendor would send back a completely filled in form prior to the user viewing the form. The *Light* reference would not cure this because the *Light* reference steps through each of the fields and auto fills the form. Applicants do not believe that *Light* adds anything to *Furst* in that *Furst* already sets forth that the form can be subject to an auto fill operation. As such, Applicants believe that the combination of *Furst*, *Reber* and *Light* fall short of anticipating or obviating Applicants' present inventive concept, for the reasons described above. Therefore, Applicants respectfully request withdrawal of the 35 U.S.C. §103 rejection with respect to Claims 1-27.

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,732 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,
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